

IN THE SPECIFICATION:

Please amend the paragraph appearing at page 5, lines 20-25 as follows:

The general purpose of the present invention, which will be described subsequently in greater detail, is to provide the e-commerce industry with a marketing and sales tool that includes many of the advantages of the standard Web site monitoring systems mentioned heretofore and many novel features that result in a new method which is not anticipated, rendered obvious, suggested, or even implied by any of the prior art references ~~standard telephone appliances~~, either alone or in any combination thereof.